

REMARKS/ARGUMENTS

The Examiner is thanked for his review of the application.

As this application is the subject of a restriction requirement, apparatus claims 3, 4, 6, and 11-20 have been elected and remain in this application.

Applicants have withdrawn method claims 1, 2, 5, 7-10 without prejudice or disclaimer of the subject matter therein. No new claims have been added and no claims have been amended.

Applicants have also attached copies of the front and inside covers and pages 192-194 of the book entitled "Sales Promotions: Concepts, Methods and Strategies" by R. Blattberg, S. Neslin, Englewood Cliffs, New Jersey: Prentice Hall, 1990 (4 pages).

If any fees are due in connection with the filing of this Response to Restriction Requirement, the Commissioner is hereby authorized to charge such fees to Deposit Account No. 50-2766 (Order No. DEM1P004). Should the Examiner believe that a telephone conference would expedite the prosecution of this application, the undersigned can be reached at telephone number 925-570-8198.

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Respectfully submitted,

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